Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2-8 people** recommended

Share template feedback

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- **Team gathering**
  Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- **Set the goal**
  Think about the problem you'll be focusing on solving in the brainstorming session.
- **Learn how to use the facilitation tools**
  Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROMPT

How might we...[predict the new trends emerging at the intersection of tech and influence in the greater]?

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP

You can select a sticky note and hit the pencil [edit] to turn it into text!

Timofei Sarna 5

Sandbox 5

Sanja Kostar 2

Sahaja Lesofin 5

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

Formal group presents

Ideas to analyze and sort

Fruit by using a pen to score

Ideas to analyze and sort

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Importance

Impact of these ideas on your core value without any risk, effort, or cost, which would have the most positive impact?

TIP

Participants can use their cursors to point at areas taking extra ideas go on the fly. Use the "Ctrl" button to confirm the spot by using the "Ctrl" button and the **+1 key** on the keyboard.

Possibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

After you collaborate

You can expect the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- **Share the mural**
  Share a link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- **Export the mural**
  Import a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- **Strategy blueprint**
  Define the components of a new idea or strategy.
  Open the template →
- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
  Open the template →
- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template →

Share template feedback

Need some inspiration?
See a finished session filled in by teams across the globe.
Open example →